```
<?xml version="1.0"?>
<!DOCTYPE story PUBLIC "-//BellSouth Customer Markets//DTD story 0.1//EN"
"http://home.customermarkets.bls.com/xml/cm_story.dtd"> >

<story version="0.1">

<rssitem>
    <title>Florida school system catches IP wave of the future</title>
    <link>/newsstand/peopleandplaces/new/08092,001083859.jsp</link>
    <description></description>
</rssitem>

<title>Florida school system catches IP wave of the future</title>
<byline>Doug Phillips</byline>
<image>
    <source>/newsstand/peopleandplaces/images/robert_harris.jpg</source>
    <cap>Account Manager Bob Harris</cap>
</image>
```

<body>Returning students to the Volusia County schools will find their teachers more accessible this fall, thanks to a brand-new $10 million network capable of carrying voice, data and video.

<p></p>
The voice-over Internet protocol (VOIP) network, built by BellSouth with Cisco equipment, is a first for such a large U.S. school system.

<p></p>
By December, when installation and testing is complete for all 74 schools and three administration buildings, every school will have a unified messaging package. The package includes voicemail for every teacher, phones in classrooms that can be switched on and off during the day, and direct connections to the data network, designed with Cisco's AVVID (architecture for voice, video and integrated data).

<p></p>
"The Volusia County school board has always been a little ahead of the curve," said Account Manager Bob Harris, noting that they were one of the first in the nation to equip every classroom with a personal computer. "Now, every PC has voicemail, e-mail and fax capability. Eventually, teachers will be able to send video e-mails, and the superintendent will be able to conduct meetings with the teaching staff via videoconference."

<p></p>
The proposal to replace the school system's voice and data network pre-dated the BellSouth-Cisco alliance. So BellSouth's first bid recommended using an ATM solution with equipment

from another supplier. At the same time, Cisco proposed a VOIP solution, with a different partner.

<p></p>
Volusia County officials decided IP was the technology of the future and asked both equipment suppliers to put together their best offer.

<p></p>
"When we knew the solution would be IP, we evaluated both proposals from a neutral position and helped Volusia County know the questions to ask," said Stuart Andrus, assistant vice president for north Florida. "They chose Cisco, and since we consulted with them, we became the integrator." An additional factor was the trust built up over BellSouth's 10-year relationship with the customer, he said.

<p></p>
The deal became BellSouth's first Cisco AVVID sale, months before the alliance with Cisco was officially launched. Ultimately, the one-network solution will save the county money because they had to wire the schools and administration buildings just once for voice, data and video, and they'll have to manage just one network rather than three.

<p></p>
Other school systems across the United States are taking notice, Harris said. "In the past several months, we've had calls from other school boards around the country that are interested in doing the same thing. No other school systems of this size have a VOIP network."

<p></p>
Said Andrus: "What we as a company need to do is help customers explore applications for the AVVID architecture. In Volusia County, they know that merging voice and data is the future."

<p></p>

</body>
</story>

Appendix II

```xml
<?xml version="1.0"?>

<rss version="0.91">

<channel>

<title></title>
<link></link>
<description></description>

<item>
<title>Florida school system catches IP wave of the future</title>
<link>/newsstand/peopleandplaces/08092,001083859.jsp</link>
<description></description>
</item>

<item>
<title>BellSouth Market In$ite celebrates first anniversary with 1.5 million hits, and
counting!</title>
<link>/newsstand/peopleandplaces/07262,001163836.jsp</link>
<description></description>
</item>

<item>
<title>Telesales teams duke it out in Atlanta</title>
<link>/newsstand/peopleandplaces/06192,001160201.jsp</link>
<description></description>
</item>

</channel>

</rss>
```

```
<!--
  Customer Markets Story DTD.
-->

<!ELEMENT story (channel)>
<!ATTLIST story
        version    CDATA #REQUIRED>

<!ELEMENT rssitem (title | link | description)*>
<!ELEMENT title (#PCDATA)>
<!ELEMENT byline (#PCDATA)>
<!ELEMENT image (source | cap?)*>
<!ELEMENT body (#PCDATA)>
<!--
   Copied from HTML 3.2 DTD, with modifications (removed CDATA)
   http://www.w3.org/TR/REC-html32.html#dtd
   =============== BEGIN ===================
-->
<!--
   Character Entities for ISO Latin-1

   (C) International Organization for Standardization 1986
   Permission to copy in any form is granted for use with
   conforming SGML systems and applications as defined in
   ISO 8879, provided this notice is included in all copies.
   This has been extended for use with HTML to cover the full
   set of codes in the range 160-255 decimal.
-->
<!-- Character entity set. Typical invocation:
   <!ENTITY % ISOlat1 PUBLIC
     "ISO 8879-1986//ENTITIES Added Latin 1//EN//HTML">
   %ISOlat1;
-->
   <!ENTITY nbsp   " "> <!-- no-break space -->
   <!ENTITY iexcl  "&#161;"> <!-- inverted exclamation mark -->
   <!ENTITY cent   "&#162;"> <!-- cent sign -->
   <!ENTITY pound  "&#163;"> <!-- pound sterling sign -->
   <!ENTITY curren "&#164;"> <!-- general currency sign -->
   <!ENTITY yen    "&#165;"> <!-- yen sign -->
   <!ENTITY brvbar "&#166;"> <!-- broken (vertical) bar -->
   <!ENTITY sect   "&#167;"> <!-- section sign -->
   <!ENTITY uml    "&#168;"> <!-- umlaut (dieresis) -->
   <!ENTITY copy   "&#169;"> <!-- copyright sign -->
   <!ENTITY ordf   "&#170;"> <!-- ordinal indicator, feminine -->
   <!ENTITY laquo  "&#171;"> <!-- angle quotation mark, left -->
   <!ENTITY not    "&#172;"> <!-- not sign -->
   <!ENTITY shy    "&#173;"> <!-- soft hyphen -->
   <!ENTITY reg    "&#174;"> <!-- registered sign -->
   <!ENTITY macr   "&#175;"> <!-- macron -->
   <!ENTITY deg    "&#176;"> <!-- degree sign -->
   <!ENTITY plusmn "&#177;"> <!-- plus-or-minus sign -->
   <!ENTITY sup2   "&#178;"> <!-- superscript two -->
   <!ENTITY sup3   "&#179;"> <!-- superscript three -->
   <!ENTITY acute  "&#180;"> <!-- acute accent -->
   <!ENTITY micro  "&#181;"> <!-- micro sign -->
   <!ENTITY para   "&#182;"> <!-- pilcrow (paragraph sign) -->
   <!ENTITY middot "&#183;"> <!-- middle dot -->
   <!ENTITY cedil  "&#184;"> <!-- cedilla -->
   <!ENTITY sup1   "&#185;"> <!-- superscript one -->
   <!ENTITY ordm   "&#186;"> <!-- ordinal indicator, masculine -->
   <!ENTITY raquo  "&#187;"> <!-- angle quotation mark, right -->
   <!ENTITY frac14 "&#188;"> <!-- fraction one-quarter -->
   <!ENTITY frac12 "&#189;"> <!-- fraction one-half -->
   <!ENTITY frac34 "&#190;"> <!-- fraction three-quarters -->
   <!ENTITY iquest "&#191;"> <!-- inverted question mark -->
   <!ENTITY Agrave "&#192;"> <!-- capital A, grave accent -->
   <!ENTITY Aacute "&#193;"> <!-- capital A, acute accent -->
   <!ENTITY Acirc  "&#194;"> <!-- capital A, circumflex accent -->
   <!ENTITY Atilde "&#195;"> <!-- capital A, tilde -->
   <!ENTITY Auml   "&#196;"> <!-- capital A, dieresis or umlaut mark -->
   <!ENTITY Aring  "&#197;"> <!-- capital A, ring -->
   <!ENTITY AElig  "&#198;"> <!-- capital AE diphthong (ligature) -->
   <!ENTITY Ccedil "&#199;"> <!-- capital C, cedilla -->
   <!ENTITY Egrave "&#200;"> <!-- capital E, grave accent -->
```

```
<!ENTITY Ecirc  "&#202;"> <!-- capital E, circumflex accent -->
<!ENTITY Euml   "&#203;"> <!-- capital E, dieresis or umlaut mark -->
<!ENTITY Igrave "&#204;"> <!-- capital I, grave accent -->
<!ENTITY Iacute "&#205;"> <!-- capital I, acute accent -->
<!ENTITY Icirc  "&#206;"> <!-- capital I, circumflex accent -->
<!ENTITY Iuml   "&#207;"> <!-- capital I, dieresis or umlaut mark -->
<!ENTITY ETH    "&#208;"> <!-- capital Eth, Icelandic -->
<!ENTITY Ntilde "&#209;"> <!-- capital N, tilde -->
<!ENTITY Ograve "&#210;"> <!-- capital O, grave accent -->
<!ENTITY Oacute "&#211;"> <!-- capital O, acute accent -->
<!ENTITY Ocirc  "&#212;"> <!-- capital O, circumflex accent -->
<!ENTITY Otilde "&#213;"> <!-- capital O, tilde -->
<!ENTITY Ouml   "&#214;"> <!-- capital O, dieresis or umlaut mark -->
<!ENTITY times  "&#215;"> <!-- multiply sign -->
<!ENTITY Oslash "&#216;"> <!-- capital O, slash -->
<!ENTITY Ugrave "&#217;"> <!-- capital U, grave accent -->
<!ENTITY Uacute "&#218;"> <!-- capital U, acute accent -->
<!ENTITY Ucirc  "&#219;"> <!-- capital U, circumflex accent -->
<!ENTITY Uuml   "&#220;"> <!-- capital U, dieresis or umlaut mark -->
<!ENTITY Yacute "&#221;"> <!-- capital Y, acute accent -->
<!ENTITY THORN  "&#222;"> <!-- capital THORN, Icelandic -->
<!ENTITY szlig  "&#223;"> <!-- small sharp s, German (sz ligature) -->
<!ENTITY agrave "&#224;"> <!-- small a, grave accent -->
<!ENTITY aacute "&#225;"> <!-- small a, acute accent -->
<!ENTITY acirc  "&#226;"> <!-- small a, circumflex accent -->
<!ENTITY atilde "&#227;"> <!-- small a, tilde -->
<!ENTITY auml   "&#228;"> <!-- small a, dieresis or umlaut mark -->
<!ENTITY aring  "&#229;"> <!-- small a, ring -->
<!ENTITY aelig  "&#230;"> <!-- small ae diphthong (ligature) -->
<!ENTITY ccedil "&#231;"> <!-- small c, cedilla -->
<!ENTITY egrave "&#232;"> <!-- small e, grave accent -->
<!ENTITY eacute "&#233;"> <!-- small e, acute accent -->
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<!ENTITY igrave "&#236;"> <!-- small i, grave accent -->
<!ENTITY iacute "&#237;"> <!-- small i, acute accent -->
<!ENTITY icirc  "&#238;"> <!-- small i, circumflex accent -->
<!ENTITY iuml   "&#239;"> <!-- small i, dieresis or umlaut mark -->
<!ENTITY eth    "&#240;"> <!-- small eth, Icelandic -->
<!ENTITY ntilde "&#241;"> <!-- small n, tilde -->
<!ENTITY ograve "&#242;"> <!-- small o, grave accent -->
<!ENTITY oacute "&#243;"> <!-- small o, acute accent -->
<!ENTITY ocirc  "&#244;"> <!-- small o, circumflex accent -->
<!ENTITY otilde "&#245;"> <!-- small o, tilde -->
<!ENTITY ouml   "&#246;"> <!-- small o, dieresis or umlaut mark -->
<!ENTITY divide "&#247;"> <!-- divide sign -->
<!ENTITY oslash "&#248;"> <!-- small o, slash -->
<!ENTITY ugrave "&#249;"> <!-- small u, grave accent -->
<!ENTITY uacute "&#250;"> <!-- small u, acute accent -->
<!ENTITY ucirc  "&#251;"> <!-- small u, circumflex accent -->
<!ENTITY uuml   "&#252;"> <!-- small u, dieresis or umlaut mark -->
<!ENTITY yacute "&#253;"> <!-- small y, acute accent -->
<!ENTITY thorn  "&#254;"> <!-- small thorn, Icelandic -->
<!ENTITY yuml   "&#255;"> <!-- small y, dieresis or umlaut mark -->

<!--
    Copied from HTML 3.2 DTD, with modifications (removed CDATA)
    http://www.w3.org/TR/REC-html32.html#dtd
    ================ END ===================
-->
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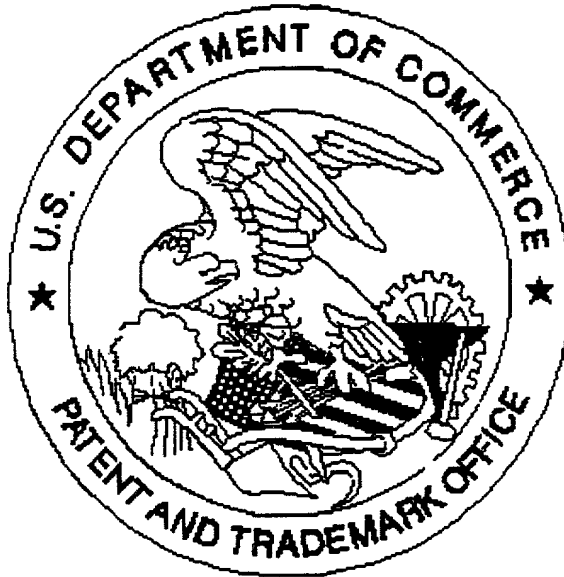
United States Patent & Trademark Office
Office of Initial Patent Examination -- Scanning Division

Application deficiencies found during scanning:

☐ Page(s)_____ of_____ were not present
for scanning.   (Document title)

☐ Page(s)_____ of_____ were not present
for scanning.   (Document title)

☑ *Scanned copy is best available.*   Pages numbered 25 to 27 as
part of Specification are
Appendices.